



Following are some guidelines intended to assist distributors in making their business plans for Economax Fuel Catalyst. Situations may vary from country to country and the needs of the market.

Generic Need: Related to Transportation, Fuel Usage, Sports

Product Class: Engine Accessory, Fuel Saver

Product Form: Metallic Fuel Catalyst

Strengths

1. Fuel saving property
2. Maintenance reduction property
3. Anti-air-pollution property
4. Engine power improving property
5. Different from other fuel savers in composition
6. Affordable
7. Doesn't require engine modification
8. Doesn't harm engines in any way

Opportunities

1. Rising prices of fuel
2. Expensive maintenance costs
3. Growing concern for air-pollution
4. Fewer competing products in the market
5. Can be used with all liquid fuels

Weaknesses

1. Relatively a new product

Threats

1. Improper introduction can flop the product
2. Negative image of other fuel savers can pre-condition buying decision
3. Improper record of pre and post test data by users can be harmful to product's reputation.
4. Installation in weak engines can increase engine oil consumption and engine smoke can also increase

Target Market

Every engine owner using fuels other than gas and burning fuel is potential customer of Economax. The market can be divided in following large segments.

1. Private vehicles
2. Commercial vehicles
3. Generators
4. Large marine engines
5. Sports

Marketing Appeals

1. Fuel savings
2. Environment protection
3. More engine power (Hi-performance)
4. Lower maintenance (tune-ups, oil change, spark plugs replacement etc)
5. Longer engine life



Private Vehicle Owners

This segment of the market is very large, as there is usually more than one vehicle in a family. All marketing appeals apply on this segment excluding the environment protection if there are no strict laws for exhaust emission control as in Pakistan.

The problem with this market segment is that an individual customer requires so much information and demands references that it becomes difficult to sell unless you are prepared to invest in heavy advertising campaigns aimed at educating the consumers and then demonstrating the benefits of the product.

Commercial Vehicles

Commercial vehicles are the second big chunk of the market. These may include buses, trucks, taxis, earth moving machinery etc. This market is different from individuals in sense that a sale to single customer with a fleet of vehicles is worth time investing due to potential of more sales in the same company. Effective marketing appeals include fuel saving and maintenance reduction and longer engine life. For some commercial buses two units may be used to treat both engines, one for driving the bus and other one for the air-conditioner, if applicable.

Generators

Large diesel generators are the most profitable market segment for Economax. The product works well with all sizes of generator engines running on diesel and petrol, but large generators running 24hrs or more experience the maximum benefit from the catalyst. Reason being the constant running of engine speeds up the break-in period of the catalyst and the cleaning process of engine and immediately shows the effects of optimum combustion. The output of generators is improved in terms of KVA and fuel consumption can be seen reducing with in a day or two. Then the life of Economax catalyst is estimated to be 6000-7000 hours of constant operation, after which it must be changed, so one satisfied customer can prove to be a permanent customer for a lifetime.

Marketing appeal for generators may be fuel saving, lower emissions, increased interval of maintenance and improve load bearing.

Large Marine Engines

This market is just like generators and the results are immediate due to constant running of engine for longer periods at a fixed RPM. Fishing boats, trawlers, ships etc are the potential users of Economax. Effective marketing appeals are fuel saving, maintenance reduction and more power.

Sports

Sports enthusiasts may represent a small market segment, but Economax is accepted quite rapidly. Economax can improve an engine's output from 2-5 bhp, which is not possible by use of any other system without engine modification. The price of unit is much lower compared to a turbo or hot cam, although the power increase is not as much compared to turbo but the cost benefit ratio is much higher using Economax as a high performance product.

One question that is often asked by speed enthusiasts is how is it possible to increase power while catalyst is used to reduce fuel consumption? The answer is simple, as the catalyst burns the fuel completely in the combustion chamber the car or a vehicle gets full energy from the combustion process and uses it to give you more mileage and at the same time improved octane level and uniform burning gives more power and makes the engine more responsive to throttle. So the fuel economy doesn't mean less power, only factor important is to make a choice between the two. Normal driving as usual will provide more fuel savings while fast driving will be more fun but it will compromise fuel saving to some extent.

Recommendation

We recommend following marketing strategy for our distributors.



Test

First of all you must test the product yourself and observe all the changes after the installation of Economax. It is necessary to have proper record of fuel consumption of your test vehicles to compare the difference after treatment. It is advisable to use a large base for test that may include 5-10 different kind of engines using diesel and petrol fuel. Sometimes an engine is not properly tuned or has some faulty part that effect its performance and may suppress the benefits of the catalyst, but if the product is tested in many engines, the possibility of test result errors is minimized and the user gets the most accurate information by averaging the results.

After you are convinced of the product's performance and know the pro and cons of the its installation and testing procedures, you may start contacting your potential clients.

Commercial Tesing

Generators and Commercial Vehicles

Your starting point can be large engines. You can install units on approval basis and guide the users to properly test the units. One customer in these segments can give you final results within a week's time so the commercial testing becomes very swift and you start getting the references and orders. Only caution is to check all engines for problems before installation of Economax, this can be done by asking for the service history of the vehicles.

Launch

After sufficient testing and installation in various types of engines and gathering references from popular clients you can make a product launch plan and introduce the product to the masses. Your marketing mix depends on your company and your market. You may choose personal contacts, make sales and installation outlets, arrange product seminars, do some educational advertising, etc.

Only trained personnel should be allowed to handle the product's sales and installation.

You can also get the product tested by an authorized government exhaust emission testing facility and get the product certified, if possible.

All your efforts should be targeted towards making an image of the product in the market with all its benefits. This is possible by differentiating Economax from other fuel saving products by highlighting its properties and makeup.

Repeat purchases are possible form Commercial vehicles, Generators and Large marine engines, so these segments should be kept in contact as frequent as possible.

You can analyze all strengths, weaknesses of the product and assess your market's opportunities and threats to develop effective strategies. We can guide you as and when required.